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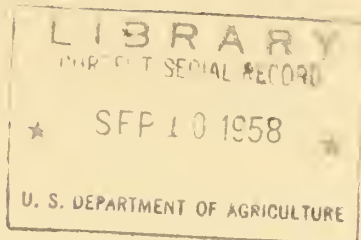
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FEDERAL-GRANT RESEARCH

at the

STATE AGRICULTURAL

EXPERIMENT STATIONS

Projects on

ECONOMICS OF MARKETING

Part 14, Section c

Agricultural Research Service
UNITED STATES DEPARTMENT OF AGRICULTURE

Compiled May 1958 by

The State Experiment Stations Division, Agricultural Research Service, U.S. Department of Agriculture, Washington 25, D. C., for use of workers in agricultural research in the subject-matter areas presented. For information on specific research projects write to the Director of the Station where the research is being conducted.

Issued May 1958

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ECONOMICS OF MARKETING

Section c: Livestock, Meats, and Wool

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INTRODUCTION

This compilation is one of a series providing information on State agricultural experiment station research supported by Federal-grant funds appropriated annually by Congress under authorization of the Hatch Act of 1887, as amended and approved Aug. 11, 1955, and Section 204(b) of the Agricultural Marketing Act of 1946. It is prepared for use by research workers in the subject-matter areas presented. Only that part of each State's research program supported by Federal-grant moneys is included.

In addition to the Federal-grant moneys, the State experiment stations receive some Federal support through cooperative agreements or contracts with the U. S. Department of Agriculture. Information on such research, along with other departmental research, is available in the Central Project Office, Agricultural Research Service.

A substantial part of each State agricultural experiment station's research is supported with moneys appropriated by the respective State or Territorial Legislatures and through other forms of private and public financing. Information on current agricultural research at the stations which is not financed under the Federal-grant program or through USDA cooperation can be obtained from experiment station directors.

The information given in the series of Federal-grant compilations includes the title and objectives of each Federal-grant project pertaining to the subject given on the cover. The identification of each project gives the department(s) conducting the research, the station number of the project, and the number of the regional project if it is a contributing project.

Relevant regional projects, if any, appear at the end of the compilation. States having projects contributing to regional projects are indicated. The Roman numeral (and capital letter) refer to the location in the summary of the contributing project title and objectives. The States are grouped into four major regions. These are designated NC-North Central, NE-Northeastern, S-Southern, and W-Western. The capital letter "M" following the letters for the region indicates regional marketing projects.

MAJOR MARKETING FUNCTIONS AND TYPE OF STUDIES INCLUDED UNDER EACH

A. Market Structure and Functional Operation

Marketing channels; organization of markets; operating policies and buying and selling practices in handling, storing, and distribution; availability and needs for facilities and services at various stages in the marketing process; competitive structure of markets; integration in the marketing process; impacts of technological changes.

B. Market Prices--Supply, Demand, Consumption, and Other Market Forces

Elasticities of demand; demand schedules and changes in aggregate consumer demands; consumption trends; competitive position of different products; prices at different market levels--farm, wholesale, and retail--and their relationships; price differentiation and other pricing policies; quality premiums and discounts; how prices are determined.

C. Consumer Preference, Acceptance, and Merchandising

Forms and amounts of family purchases; methods of processing and preparation for acceptability; consumer preference and buying behavior; motivations underlying consumer practices in buying; product promotion and buying practices.

D. Grades and Standards

Economic implication to producers and consumers of quality groupings and standardization; consumer recognition of grades and qualities; economics of quality control and maintenance.

E. Market Information

Developing outlook and situation reports and forecasts; methods of improving statistical reports and news service releases on market receipts and movements, prices, stocks; ways of disseminating market information; kinds of market information needed and forms in which it is most useful; ability to use market information; methods of obtaining information; accuracy of information.

F. Maintaining and Improving Quality--Costs and Returns

Economic aspects of measures to preserve and control quality and avoid losses of quality of products; facilities for proper storage; grading and quality improvement programs.

G. Costs, Margins, and Efficiency of Operation

Mark-ups, spreads, and discounts; the composition of margins; operating costs and returns and their measurement; input-output relationships and economies of scale; design and operation of facilities and equipment; work methods and organization; factors affecting efficiency.

- H. Transportation, Storage, and Interregional Competition
Transportation and storage rates and charges; effect of rate structure on movement of products; truck versus rail; transportation costs and storage as related to price and production patterns; influence of transportation cost upon scale of operation of processing plants; interstate trade barriers.
- I. Cooperatives
Services rendered and charges made; efficiency of operations; membership relationships; methods of financing; internal management policies and practices; function and place in the marketing system.
- J. Government Programs
Public regulation of markets, product quality, and trading practices; impacts of parity formulas, price supports, storage programs, surplus disposal, and special measures to increase consumption on particular commodities and the agricultural economy in general.
- K. Utilization (Economics of)
Economic feasibility of processing and marketing new products or existing products in new forms and uses; competition between new and established products and between commodities of agricultural and those of nonagricultural origin; measuring potential demand for new or improved products and services; product development and market testing; economics of waste and byproduct utilization.

LIVESTOCK

Market Structure and Functional Operation

- Ala. Analysis of Pricing Structure for Cattle at Southern Auction Markets. To (1) develop and test models describing structure of cattle pricing at southern livestock auctions; (2) analyze factors affecting pricing structure: animal characteristics, types of buyers, supply-demand conditions, and methods of sales; (3) interpret results of above for making recommendations leading to adoption of improved livestock marketing practices; and (4) develop improved research procedures for use in future marketing studies.
Agr. Econ. 582 (SM-7)
- Ariz. Origin, Movement, Disposition and Final Market Grades of Mexican Cattle Imported into the United States. To (1) learn origin and distribution of Mexican cattle imported into the United States; (2) follow sample lots from origin thru slaughter to learn ownership changes, routing and associated transportation costs to market, types and methods of feeding Mexican cattle in United States, grades and prices for cattle sold for further feeding and for slaughter, carcass grades; and (3) evaluate degree to which these cattle compete with Arizona, New Mexico, and Texas cattle.
Agr. Econ. ES-469
- Colo. Sheep and Lamb Marketing Problems in Colorado. To delineate problems relative to improving efficiency of marketing sheep and lambs in Colorado, including: (1) determination of changes in recent years in numbers of sheep and lambs marketed thru different channels and in marketing methods used and study and appraisal of causal factors involved; (2) analysis of costs and reliability of transportation facilities and of other marketing costs involved in shipments from range and feeding areas to markets; and (3) analysis of effect of prices within western range states and other principal feeding areas on volume, direction and seasonal movement of feeder and fat lambs.
Econ. & Sociol. 219 (WM-22) Coop. AMS
- Ga. An Analysis of Hog Markets and Hog Marketing Practices in Georgia. To (1) determine the number, types and locations of hog markets available to Georgia farmers; (2) determine the marketing methods used, reasons for their use, and costs of marketing; and (3) study grades of hogs at the local markets and to determine the degree of accuracy of the live grade compared with the carcass grade.
Agr. Econ. M-306

- Idaho Markets and Marketing of Idaho Sheep and Lambs. To (1) learn changes occurring in markets, methods of sale, and seasonality for sheep, and find causal factors associated with these changes; (2) learn and analyze marketing costs and returns from producing areas to selected major markets; (3) compare marketing costs and returns of marketing sheep and lambs with similar costs of competing areas; and (4) learn and analyze effect of feed costs and range conditions on returns, volume, direction, and seasonality of movements of sheep and lamb marketings.
Agr. Econ., Anim. Husb. 291 (WM-22)
- Ill. An Analysis of the Changing Patterns of Livestock Marketing in Illinois. To (1) learn importance of marketing channels used by farmers and alternatives available to them in marketing slaughters and feeders and obtain information on attitudes of farmers influencing their choice of marketing systems; (2) evaluate practices followed and services performed for farmers by different markets; and (3) learn price differentials among selected livestock markets for various classes, weights, and grades of livestock, and importance of buying forces operating within selected areas.
Agr. Econ. 05-368 (NCM-18)
- Ind. Competition Among Livestock Markets in Indiana. To learn (1) importance of marketing channels used by farmers and alternatives available to them in marketing slaughter and feeder livestock; (2) price differentials among selected livestock markets for various classes, weights, and grades of livestock; and (3) evaluate practices followed and services performed for farmers by different markets - including grading, sorting, etc.
Agr. Econ., Anim. Husb. 874 (NCM-18)
- Iowa An Analysis of the Changing Patterns of Livestock Markets in the Corn Belt Region. To (1) learn importance of marketing channels used by farmers and alternatives available to them in marketing slaughters and feeders and obtain information on attitudes influencing choice of marketing systems; (2) evaluate practices followed and services performed by different markets; and (3) learn price differentials among selected livestock markets for various classes, weights, and grade of livestock, and importance of buying forces operating within selected areas.
Agr. Econ. & Sociol. 1323 (NCM-18)
- Kans. A Study of Marketing Problems Affecting Kansas Livestock Producers. To study (1) marketing of feeder cattle and feeder sheep; (2) frozen food locker plants and related problems; and (3) livestock prices and factors affecting livestock prices.
Agr. Econ. 149 Coop. ARS

Kans. An Analysis of the Changes in Channels Used in Marketing Livestock in Kansas. To determine (1) the market channels used by Kansas farmers in marketing livestock and to measure the relative importance of each and the changes in the relative importance of each since 1940; and (2) the reasons why farmers use a particular channel and the kinds and sources of information on which farmers base their marketing decisions.
Agr. Econ. 491 (NCM-18) Coop. AMS

Ky. Livestock Marketing Channels Used by Farmers and Services Rendered to Farmers and Buyers by Livestock Marketing Agencies Operating in Kentucky. To determine (1) changes during past 15 years in marketing channels used by livestock producers in the state when selling or buying livestock; (2) proportion of livestock sold for slaughter and proportion sold as feeders at various markets; (3) number and type of buyers purchasing livestock at various types and sizes of markets within the state; (4) what services livestock markets of various types and sizes are furnishing producers and/or buyers; and (5) what services farmers want and are willing to pay for and what services buyers want and need for efficient operation on the markets.
Agr. Econ. ES 297

La. Marketing Livestock and Livestock Meat Products in Louisiana. To develop information for and ways and means of improving the efficiency of marketing livestock and livestock products, except dairy and poultry, in order to increase Louisiana producers' returns, maintain stable marketing system, and provide consumers with high quality livestock products at reasonable prices.
Agr. Econ., Anim. Indus. 638 (SM-7)

Maine Improvement of Market Procedures and Outlets for Maine Livestock with Emphasis on Dairy Animals. To (1) determine adequacy of present market outlets; (2) determine efficiency of market channels; and (3) develop marketing procedures to maximize returns to producers.
Agr. Econ. 35 (NEM-7) Coop. AMS

Md. Relation of Various Livestock Marketing Methods to Producer Returns. To (1) determine nature and use made of present facilities in marketing of livestock with emphasis on dairy animals; (2) compare market outlets available to Maryland producers on basis of prices received, cost of handling and producer returns for comparable classes and grades of livestock sold at each market; and (3) appraise advisability of farmers selling livestock thru terminal markets vs. direct to packers.
Agr. Econ., Anim. Husb. A-26-an (NEM-7) Coop. AMS

Mich. An Analysis of the Changing Patterns of Livestock Markets in Michigan. To (1) compare how and where farmers now sell and buy livestock to 1940 pattern; (2) learn from farmers why they follow certain marketing practices; (3) learn number, type, and location of different livestock marketing agencies and analyze changes in their relative importance since 1940; and (4) evaluate methods and practices used by marketing agencies as they are reflected in intermarket price differentials for various classes, weights, and grades of livestock.
Agr. Econ. 518 (NCM-18)

Minn. Marketing of Farm Products and Purchase of Farm Supplies. -- B. The Marketing of Livestock. To study (1) the marketing of livestock, including the number, location, organization, kind and costs of services rendered by marketing agencies; (2) the use made by farmers of these services; (3) transportation facilities and arrangement in local assembly and shipment to market; and (4) to determine ways and means for more effective marketing.
Agr. Econ. 1102

Minn. Patterns of Livestock Production and Marketing in Minnesota. To (1) study existing livestock marketing channels, their relative importance and comparative efficiency and boundaries of areas served by them; (2) learn factors that influence choices of market outlets by livestock producers; (3) marketing costs and livestock price differentials characterizing marketing outlets patronized by state farmers; and (4) principles governing location of optimum boundaries of major livestock "marketsheds" in Minnesota.
Agr. Econ. 1130 (NCM-18) Coop. ARS, AMS

Mo. An Analysis of the Changing Patterns of Livestock Markets in Missouri. To (1) learn importance of marketing channels used by farmers and available alternatives in slaughter and feeder livestock and obtain motivating factors and attitudes of farmers which influence their choice of markets or marketing agencies; (2) evaluate practices followed and services performed for farmers by different markets; and (3) learn price differentials among selected livestock markets for various classes, weights, and grades of livestock and importance of buying forces operating in marketing areas in state.
Agr. Econ. 289 (NCM-18) Coop. AMS, ARS

Mont. Sheep and Lamb Marketing Problems in Montana. To determine (1) shifts that have occurred in marketing sheep and lambs in Montana and reasons for shifts; (2) comparative marketing costs for sheep and lambs moving from major range and feeding areas to various selected markets; and (3) effect that prices and availability of feeds within the principal feeding areas within the Western States and other areas have on the volume, direction, and seasonal movement of feeder and fat lambs.
Agr. Econ. 127, MS 950 (WM-22)

- Nebr. Nebraska Livestock Marketings at the Omaha Union Stock Yards. To (1) ascertain information on the part Omaha Union Stock Yards play in livestock marketings throughout Nebraska counties, magnitude and timing of Omaha marketings by Nebraska counties, and factors causing fluctuations; and (2) estimate effects of fluctuations on the form and extent of marketing services rendered, and efficient employment of resources of specific agencies.
Agr. Econ. 524
- Nebr. Pattern of Livestock Marketing in Nebraska. To (1) analyze origin, volume, and other specifications of livestock passing thru specific marketing channels; (2) analyze marketing channels as to organizations and agencies; (3) analyze buyers' and sellers' preferences toward specific forms of markets, agencies, and practices; and (4) evaluate marketing pattern changes since 1939.
Agr. Econ. 530 (NCM-18) Coop. AMS
- N. J. Improvement of Market Procedures and Outlet for New Jersey Livestock with Emphasis on Dairy Animals. To (1) determine adequacy of present market outlets; (2) determine efficiency of market channels; and (3) develop marketing procedures to maximize returns to producers.
Anim. Husb. 89 (NEM-7)
- N. Mex. Analysis of Lamb Marketing Problems in New Mexico. To learn (1) market areas of feeder and fat lambs, channels of movement, methods of sale and delivery, and seasonality of shipments; (2) shifts in market destinations and causes thereof; (3) factors affecting price for feeder and fat lambs originating within New Mexico, with reference to feeding costs within various market areas; and (4) relative costs of marketing New Mexico lambs with those of competing areas.
Agr. Econ. 36 (WM-22) Coop. AMS
- N. Y.
(Cornell) Marketing Cull Cows and Dairy Replacements in New York State. To (1) determine adequacy of present market channels; (2) determine efficiency of market channels; and (3) develop marketing procedures to maximize returns to producers.
Agr. Econ. 26 (NEM-7) Coop. USDA

N. Dak.

An Analysis of Income Alternatives and Changing Patterns of Livestock Marketing in North Dakota. To (1) learn importance of marketing channels used by farmers and alternatives available to them in marketing slaughter and feeder livestock; (2) obtain motivating factors and attitudes of farmers influencing their choice of markets and agencies; (3) evaluate practices followed and services performed in different markets such as grading, sorting, pricing, weighing, methods of sale, costs, etc; (4) learn price differentials among selected livestock markets for various classes, weights and grades of livestock and over seasons of year and importance of buying forces operating in selected markets; and (5) learn income alternatives available to farmers from marketing, maintenance feeding or full feeding various grades and classes of livestock.

Agr. Econ. 3-8 (NCM-18)

N. Dak.

North Dakota Hog Markets. To (1) determine volume of North Dakota produced hogs marketed thru various market outlets; (2) determine proportion of hogs of various grades and classes marketed thru West Fargo market; (3) obtain a measure or evaluation of price differentials between various grades as determined under (2); and (4) initiate sampling of supply of hogs reaching West Fargo market so that shifts in distribution between grades and changes in price differentials would be noted, from season to season and year to year.

Agr. Econ., Anim. Husb. 7-4

Ohio

An Analysis of Changes in Patterns of Livestock Marketing in Ohio. To (1) learn where and how farmers buy and sell livestock; (2) learn nature of motivating factors which lead farmers to follow these patterns in marketing livestock; (3) learn number, type, location and functions performed by various marketing agencies; and (4) evaluate methods and practices of marketing agencies and their impact on price differentials between various grades and classes of livestock and between different markets.

Agr. Econ. & Rur. Sociol. 148 (NCM-18)

Ohio

Impact of Changing Concentrations of Livestock Production, Meat Consumption and Related Economic Factors on the Distribution, Location, Type of Structure and Functions Performed by Livestock Marketing, Meat Processing and Distributing Organizations in Ohio. To (1) learn nature of shifts in patterns of production and consumption of livestock; (2) learn nature of changes being made in livestock marketing, processing, and meat distributing organizations; (3) learn relation between shifts in livestock production and consumption and changes in livestock marketing, processing, and meat distribution; (4) evaluate main economic considerations involved in changing patterns of livestock production, marketing, processing, and consumption; (5) make projections based on these data and analysis and estimate nature of the industry in the future; and (6) make results available to farmers and market-organizations to achieve a more efficient transition.

Agr. Econ. & Rur. Sociol. 175

- Pa. Improvement of Market Procedures and Outlets for Pennsylvania Livestock with Emphasis on Livestock Auctions. To determine (1) adequacy of present market outlets; (2) efficiency of market channels; and (3) marketing procedures to maximize returns to producers.
Agr. Econ. & Rur. Sociol. 1200 (NEM-7)
- S. Dak. An Analysis of Change in Patterns of Livestock Marketing in South Dakota. To (1) learn where and how farmers and ranchers buy and sell livestock; (2) learn the nature of motivating factors which lead farmers and ranchers to follow these patterns in marketing livestock; (3) learn number, type, location and functions performed by various marketing agencies; and (4) evaluate methods and practices of marketing agencies and their impact on price differentials between various grades and classes of livestock and between different markets.
Agr. Econ. 294 (NCM-18)
- Tex. Marketing of Texas Sheep and Lambs. To (1) learn channels and direction of movement, method, seasonality, and place of sale, marketing functions performed, and other practices, in sheep and lamb marketing in Texas; (2) learn and compare marketing costs and returns from major range and feeding areas to various markets; (3) learn effect of range conditions, prices, and availability of feeds suitable for lamb fattening, and other costs on volume, direction and seasonal movement of feeder and fat lambs; and (4) learn lamb-wool price and marketing interrelationships.
Agr. Econ. & Sociol., Anim. Husb. 986 (WM-22) Coop. AMS
- Utah Sheep and Lamb Marketing Problems in Utah. To (1) determine channels and direction of movement, method, seasonality, and place of sale, marketing functions performed, and other practices in sheep and lamb marketing in Utah; (2) determine and compare marketing costs and returns from major range and feeding areas to various markets; and (3) effect of range condition, prices, and availability of feeds suitable for lamb fattening, and other costs upon volume, direction, and seasonal movement of feeder and fat lambs.
Agr. Econ. 442 (WM-22) Coop. AMS
- Vt. Improvement of Market Procedures and Outlets for Vermont Livestock with Emphasis on Dairy Animals. To (1) learn adequacy of present market outlets; (2) learn economic and physical efficiencies of market channels; and (3) develop marketing procedures to maximize returns to producers.
Agr. Econ. 15 (NEM-7)

Va. Analysis of Pricing Structure for Cattle at Southern Auction Markets. To (1) develop and test models describing structure of cattle pricing at auctions; (2) analyze factors affecting pricing structure as animal characteristics, types of buyers, etc; (3) interpret above results for purpose of making recommendations leading to adoption of improved marketing practices; and (4) develop improved research procedures for use in future marketing studies.

Agr. Econ., Statis. 86007 (SM-7) Coop. AMS

W. Va. Improvement of Market Procedures and Outlets for West Virginia Livestock. To (1) determine adequacy of present market channels; (2) determine efficiency of market channels; and (3) develop marketing procedures to maximize returns to producers.

Agr. Econ. 73 (NEM-7)

Wis. Analysis of Changes in Patterns of Livestock Marketing in Wisconsin. To (1) measure changes and trends in livestock marketing system from farm to slaughter; (2) analyze motivating factors and attitudes; (3) evaluate functions and services provided by various marketing agencies; and (4) study price-making process of livestock marketing system.

Agr. Econ. 975 (NCM-18) Coop. ARS, AMS

Wyo. Improving Livestock Marketing in Wyoming. To (1) compare net returns to producers from selling stock thru alternative outlets; (2) follow movement of feeder livestock thru channels from ranch to feedlot and determine extent to which each agency adds utility commensurate with its costs; and (3) determine effects of finishing operations on cattle marketing.

Agr. Econ. 512

Market Prices -- Supply, Demand,
Consumption, and Other Market Forces

Ala. Pricing Efficiency at Livestock Auction Markets in Alabama and Factors Governing Their Success. To (1) determine price differentials and describe price behavior for principal classes and weights of slaughter cattle at selected Alabama auctions; (2) determine and evaluate relative importance of price-making factors for slaughter cattle; and (3) evaluate factors which contribute to operational efficiency of auctions and determine relationship to efficiency in livestock pricing.

Agr. Econ. 534 (SM-7) Coop. AMS

Ariz.

Evaluation of the Effect of Commercial Cattle Feeding Operations on Methods of Sale and Prices Received for Slaughter Cattle in Arizona and Southern California. To (1) relate growth of large, commercial cattle feedlots in West to methods of selling slaughter cattle in area; (2) appraise relative advantages and disadvantages of selling slaughter cattle direct to packers, thru terminal stockyards, thru auctions, on a rail basis, on grade and yield, and on a consignment; learn extent of use of each of methods; (3) analyze impact of changes in selling methods on structure of slaughter cattle prices; and (4) learn volume of cattle feeding operations by meat packers and retail food chain stores in West; relate feeding activities to structure of live-stock prices on western markets.

Agr. Econ. (WM-21)

Ark.

An Analysis of the Market for Slaughter Calves. To (1) estimate production and price of slaughter calf and closely competing products in Arkansas and the U.S. for years 1900 to 1954; (2) learn areas of production, slaughter, and consumption of calf beef and compare with published estimates for veal and beef for years 1947 to 1954; (3) make a statistical analysis of slaughter calf prices, relating factors as calf production, total meat production, value of by-products, prices of feeder cattle, marketing margins, and consumer income to prices of slaughter calf; and (4) study seasonality of slaughter calf marketing and prices.

Agr. Econ. & Rur. Sociol. 421

Ga.

Marketing Livestock in the South.--2. Efficiency of Pricing Slaughter Cattle and Calves Sold Through Auction Markets in Georgia. To analyze specified pricing factors and their relation to marketing slaughter cattle sold thru auction markets.

Agr. Econ. M-8 (SM-7) Coop. AMS

Ga.

Analysis of Hog Prices in Georgia. To learn the influence of changes in hog production and marketings on (1) level and variability of hog prices and (2) trend in hog prices compared with other producing areas.

Agr. Econ. M-110

Hawaii

The Competitive Position of Livestock Products Produced in Hawaii. To (1) evaluate competitive position of island produced meat products and the market potential of such products; (2) examine channels, practices, and costs prevailing in the marketing of fresh beef and pork and other meat products; and (3) study methods employed and costs incurred, including losses from bruising and shrinkage, in transporting livestock to market.

Agr. Econ. 366

- Ind. An Economic Analysis of the Factors Affecting Hog Prices.
To (1) refine information on relative importance of various factors affecting hog prices and to measure relative importance of these factors; (2) determine degree of competition among livestock markets in Indiana; and (3) determine differentials in prices being paid for hogs because of finish.
Agr. Econ. 695, ES 212
- Minn. A Study of the Trends of Sale Prices of Purebred Beef and Dairy Cattle. To determine (1) trends of prices of purebred beef and dairy cattle since 1910; (2) price trends during World War I and World War II; (3) relationships between prices of purebred beef and dairy cattle; (4) trend of prices by quarters for individual breeds since 1939; and (5) factors causing variations in sale prices.
Agr. Econ. 1108
- Nev. Market Values of Nevada Cattle. To determine (1) price relationships for different types (conformation and finish) of slaughter cattle; and (2) relative values of different types (conformation and condition) of feeder cattle.
Agr. Econ. 5
- N. C. The Influence of Instability of Demand for Market Services Upon Livestock Market Structure. To (1) determine geographic differentials in livestock prices and farm-wholesale marketing margins by market classes and/or grades; (2) measure instability of demand for livestock marketing services by geographic areas by market classes and/or grades; (3) determine extent to which geographic differentials in livestock prices and marketing margins may be explained by differences in costs imposed by instability of demand for market services; (4) determine extent to which market organization may be explained by adaptation of market so as to minimize costs arising from instability in demand for market services; (5) investigate other factors which may influence marketing organization and contribute to differentials in marketing margins and livestock prices; and (6) predict and make recommendations for future changes in the livestock market structure and livestock production in North Carolina and the South.
Agr. Econ. HM-4 (SM-7) Coop. AMS

Okla. Livestock Marketing Practices and Efficiency in Oklahoma.

To (1) assemble and analyze price data relative to livestock industry; (2) ascertain and quantitatively estimate impact of factors conditioning market demand for and supply of feeder, stocker, and slaughter cattle (techniques for learning demand to be investigated); (3) learn economies of scale curve for meat processing plants; and (4) develop spatial price equilibrium model of livestock market economy that will make possible the gauging of impact of changes in geographical distribution of population and income, transportation rates, livestock and feed supplies, on price, consumption, and geographic flows of livestock within and between regions.

Agr. Econ., Anim. Husb. 913

S. C. Grade-Price Differentials for Slaughter Cattle and Calves.

To determine (1) for various classes of slaughter cattle and calves, factors influencing grade-price relationships with particular attention to supply of different grades and weights offered, weight of animals, number sold in lot, type of buyer, and estimated dressing percentage; and (2) response of market to changes of one or more of above factors.

Agr. Econ. & Rur. Sociol. 47 (SM-7) Coop. AMS

Tenn. Marketing Livestock in Tennessee. To (1) determine channels, facilities, and practices used in marketing Tennessee livestock; and (2) analyze relevant price factors and their relation to livestock with emphasis on price-grade relationships.

Agr. Econ. & Rur. Sociol. 10 (SM-7) Coop. ARS

Consumer Preference, Acceptance,
and Merchandising

Ky. Trade and Consumer Acceptance of Kentucky Spring Lambs.

To find (1) if lambs now produced in state are as acceptable to trade and consumers as early lambs produced in other states; (2) if wider geographic distribution of sale of lambs in retail stores would be possible and would increase consumption; and (3) if different merchandising methods would increase consumption of lambs.

Agr. Econ., Anim. Husb. 1007 (SM-7)

Grades and Standards

Ind. Marketing Butcher Hogs by Definite Live Grades Based on Variations in Type and Degree of Fatness. To determine (1) differentials in prices being paid for butcher hogs because of variations in type and depth of fat covering; (2) accuracy of grading hogs on foot in relation to definite carcass standards based on conformation and degree of fatness; and (3) additional costs involved in marketing live hogs by definite grading over the method of selling on a weight schedule basis.

Agr. Econ., Anim. Husb. ES 344

Miss. Economic Analysis of Beef Cattle Marketing Data Available at State College, Mississippi. To (1) examine relation between live and carcass grade (and, therefore, price); (2) estimate differences in revenue to be expected from carcass weight and grade selling as opposed to live weight pricing; (3) analyze price variations between and within grades; and (4) analyze seasonal variations in prices by grades.

Agr. Econ. HA-24

Market Information

Ala. Improving the Usefulness of Livestock Marketing Information. To (1) inventory available livestock market news information in Alabama; and (2) learn additional marketing information needed to improve market news reports and to improve pricing accuracy of live animals.

Agr. Econ. 580 (SM-20) Coop. AMS

Colo. Livestock Marketing Information Problems in Colorado. To (1) ascertain items of information needed by Colorado livestock producers and feeders in making critical marketing decisions; (2) analyze and appraise existing livestock information services with reference to extent to which they satisfy requirements under (1); (3) on basis of (1) and (2), recommend changes in content, method and procedure and additional means for meeting requirements of an adequate livestock information network; and (4) test adequacy, efficiency and practicability of recommendations made under (3) on experimental basis by the establishment of pilot projects.

Agr. Econ. 218 (WM-21)

Ga. Improving the Usefulness of Livestock Marketing Information. To (1) inventory and appraise marketing information available to livestock industry in the South; (2) learn additional marketing information needed to improve efficiency of pricing livestock and dressed meats; and (3) develop methods of making this information available.

Agr. Econ. M-18 (SM-20) Coop. AMS

Ky. Economic Analysis of Livestock Marketing Information in Kentucky. To (1) learn what market data on live animals and dressed meats are available to livestock industry in Kentucky; (2) learn what additional data are needed to improve accuracy of pricing livestock at various types of markets and dressed meats at wholesale level; and (3) appraise other methods of marking market data available.

Agr. Econ. 41 (SM-20) Coop. AMS

La. Improving the Usefulness of Livestock Marketing Information. To (1) find out what information is available; (2) learn what information is used by industry in decision-making and what additional information is needed; and (3) suggest ways of making information available in a usable form.

Agr. Econ. 918 (SM-20) Coop. USDA

Miss. Economic Analysis of Livestock Marketing Information Needs in Mississippi. To (1) inventory the marketing information available to buyers and sellers of livestock and dressed meats in state; (2) learn additional marketing information needed to improve accuracy of pricing livestock and dressed meats; and (3) evaluate methods of making this information available.

Agr. Econ. HA-23, RRFA-12 (SM-20) Coop. AMS

Mont. Livestock Market Information for Montana. To (1) formulate needs of Montana livestock producers as to structure and content of a complete, integrated market information service which would be most useful to them in decision-making relative to production and marketing problems; (2) appraise livestock market information available to Montana producers in terms of coverage, collection methods, content, and use made by livestock industry; and (3) develop possible means of eliminating such gaps as appear in existing information system.

Agr. Econ. & Sociol. 128, MS 951 (WM-21) Coop. AMS

Nev. Livestock Market Information for Nevada. To (1) appraise extent and effectiveness of existing types of livestock information and means of distribution to producers and feeders of livestock in Nevada; (2) design feasible improvements or additions to existing livestock market information available; and (3) design and evaluate new or supplementary market information on availability and classification of cattle for sale, and on specific local prices.

Agr. Econ. 6 (WM-21)

- N. Mex. Livestock Market Information in New Mexico. To
(1) determine media, reporting services, and character of information by which New Mexico ranchers are informed of demand and supply factors affecting livestock prices; (2) appraise adequacy of present type and character of price information as regards coverage and use by New Mexico livestock producers; and (3) develop procedures for improvements of type and character of price information to meet future needs of New Mexico ranchers.
Agr. Econ. 37 (WM-21) Coop. AMS
- N. C. A Study of Livestock Market News Information. To
(1) describe existing situation with respect to availability of market news information to livestock producing and marketing industries in state; (2) learn additional market news information needed to eliminate inefficiencies in pricing of livestock and meats; and (3) evaluate alternative methods of supplying additional market news information.
Agr. Econ. HM-27 (SM-20) Coop. AMS
- S. C. Economic Analysis of Livestock Marketing Information in South Carolina. To (1) inventory marketing information available to livestock industry in state with respect to live animals and dressed meats; (2) learn additional information needed to improve accuracy of pricing livestock and dressed meats; and (3) evaluate alternative methods of making marketing information available.
Agr. Econ. & Rur. Sociol. 138 (SM-20) Coop. AMS
- Tenn. Improving the Usefulness of Livestock Marketing Information. To (1) inventory marketing information available to livestock industry in state; (2) learn additional marketing information needed to improve efficiency of pricing livestock; and (3) assist in developing methods of making information available.
Agr. Econ. & Rur. Sociol. 20 (SM-20) Coop. ARS
- Tex. Livestock Marketing Information in Texas. To (1) appraise existing livestock marketing information in Texas in terms of method, scope and content; (2) evaluate price-making forces affecting individual species and classes of livestock in terms of seasonality, relative importance and predictability of occurrence; and (3) formulate content and structure of a livestock market information service to service Texas.
Agr. Econ. & Sociol. 985 (WM-21) Coop. AMS
- Utah Livestock Market Information in Utah. To (1) determine what published livestock information is available in Utah and how it is used by livestock producers in making marketing decisions; (2) determine what additional information is needed by livestock producers and handlers to make wise marketing decisions; and (3) study possibilities of developing a more comprehensive integrated market information system for Utah and the Western Region.
Agr. Econ. 441 (WM-21) Coop. AMS

Va. Analysis of Usefulness and Adequacy of Livestock Market News Information. To (1) learn existing situation with respect to availability of market news information to the livestock producing and marketing industries in the state; (2) learn additional market news information needed to eliminate inefficiencies in pricing of livestock and meats; and (3) evaluate alternative methods of supplying additional market news information.

Agr. Econ. 93909 (SM-20) Coop. AMS

W. Va. Improving the Usefulness of Livestock Marketing Information. To (1) inventory the marketing information available to the livestock industry in West Virginia; (2) determine the additional marketing information needed to improve the efficiency of pricing livestock and dressed meats; and (3) develop methods of making this marketing information available.

Agr. Econ. 99 (SM-20) Coop. AMS

Wyo. Livestock Market Information in Wyoming. To (1) appraise existing livestock marketing information in state and how it is used by producers in making marketing decisions; (2) learn from Objective 1 what additional information is needed by producers to make desirable decisions; and (3) study and develop procedures for a more comprehensive and integrated market information system in Wyoming and the Western Region.

Agr. Econ. 638 (WM-21)

Maintaining and Improving Quality -
Costs and Returns

Ill. Market Practices in Buying Hogs on a Quality Basis. To determine (1) trend in quality of hogs marketed, both at terminal and local markets; (2) extent to which prices are differentiated for quality; (3) trends in wholesale-cut-out value of hogs of different qualities; (4) reactions of consumers to pork cut from hogs of different qualities; and (5) market practices which are most effective in pricing hogs on a quality basis.

Agr. Econ. 481, ES 258

Costs, Margins, and Efficiency of Operation

Fla. Marketing Meat Animals in Florida. To determine (1) general trends in and relationships between production, prices, and methods used in marketing cattle and hogs in Florida; and (2) relative efficiencies of different methods of marketing these animals in well-defined and homogeneous production areas.

Agr. Econ. 602 (SM-7)

- Ill. Efficiency Studies in Terminal Livestock Market Agencies.
To (1) establish standards for judging efficiency of terminal livestock agencies and institutions such as (a) stockyard companies, (b) livestock commission firms, (c) order buyers and shippers, and (d) market reporting services; and (2) evaluate five such markets in Illinois against such standards--those at Chicago, National Stock Yards, Peoria, Springfield, and Bushnell.
Agr. Econ. 484, ES 296
- Ind. Development of a Least-Cost System of Hog Procurement for Indiana Packing Plants. To (1) learn relation between terminal market hog prices and price movements, and receipts at country markets for a packing plant; (2) learn costs associated with buying hogs from various livestock markets including costs on: shrinkage; transportation; death and injury to animal, and carcass bruises; operating "back-door" markets; degree of fatness, variation of weights, quality of carcasses as determined by conformation and muscling; and (3) develop a model for procurement of hogs from various sources, at least total cost per unit to a plant.
Agr. Econ. 956
- Ind. Efficiency of Marketing Livestock in the Cornbelt Region.
To (1) improve efficiency of marketing livestock thru public stockyards; (2) appraise and analyze scope of livestock market news dissemination and relate these factors to its adequacy in providing farmers with price information with which they can make more effective production and marketing decisions; (3) analyze efficiency of livestock marketing systems and compare, and study trends in marketing that have taken place in the last 15 years; and (4) determine and evaluate losses in marketing livestock due to bruising, handling, crippling and shrinkage.
Agr. Econ., Anim. Husb. ES 295
- Iowa Improving Efficiency of Livestock Markets. To (1) determine reasons for daily and weekly and seasonal fluctuations of receipts at markets in the state; (2) ascertain effects of these fluctuations on efficiency and costs of market agencies such as terminal markets, processing firms, and auction markets; (3) determine institutional characteristics of buying and selling sides of markets that affect fluctuations; (4) relate these factors to effectiveness and efficiency of these markets as handlers of livestock; and (5) suggest methods and means of improving public markets.
Agr. Econ. & Rur. Sociol. ES 311

Kans.

Efficiency in Marketing Livestock. To (1) determine methods and channels used in marketing Kansas livestock; (2) compare and study trends in marketing that have taken place during the last 15 years; (3) determine basis for decisions as to when, how, and where livestock are shipped and sold, and how these decisions are dependent upon and in part determined by institutional phases of the marketing system; and (4) analyze efficiency and effectiveness of the livestock marketing system of the state.

Agr. Econ., Anim. Husb. ES 341

Mo.

Efficiency of Livestock Marketing in Missouri. To (1) determine reasons for daily, weekly, and seasonal fluctuations of receipts at public markets in the state, and to ascertain effects of these fluctuations on efficiency and costs of market agencies such as stockyards companies, commission firms, and processing firms; (2) determine institutional characteristics of buying and selling sides of markets that influence fluctuations and relate these factors to effectiveness and efficiency of these markets as handlers of livestock; (3) appraise market news information at all levels of livestock marketing to analyze adequacy, accuracy, understandability of available market news; (4) analyze scope of dissemination of such news and relate these factors to its costs and efficiency in providing farmers, ranchers, etc. market price information on which they can make more effective production and marketing decisions; (5) evaluate methods and channels in marketing livestock by farmers in the state to compare and study trends in marketing that have taken place during the past and analyze efficiency and effectiveness of livestock marketing system in the state; and (6) study cause of losses in marketing due to bruising, handling, crippling and shrinkage in tissue and excretory and evaluate economic significance of these and other losses.

Agr. Econ. ES 310

Mont.

Shrinkage in Body Weight of Cattle and Lambs During Shipping. To learn (1) amount of total shrinkage resulting from movement of cattle and lambs thru several alternative market channels with varying conditions of handling and shipping; (2) input and economic costs needed to reestablish preshipping weight; and (3) economic feasibility of preshipment conditioning to reduce shipping shrinkage and to reduce cost of regaining.

Agr. Econ. & Sociol. MS-983 (WM-27)

Ohio

Measurement of the Amount of Shrink in Different Classes and Species of Ohio Livestock under Various Conditions, Distances, and Handling Procedures. To (1) learn amount of shrinkage in different species and classes of livestock marketed from Ohio farms under different conditions; (2) analyze relationships between amounts of shrinkage found in livestock and the different environmental conditions, methods of handling, and transporting, and distances transported; (3) evaluate impact shrinkage relationships have on selection of market outlets by farmers; and (4) make results of study available to farmers, livestock marketing agencies, and others.

Agr. Econ. & Rur. Sociol. 176

S. C.

Efficiency of Operating South Carolina Livestock Auction Markets. To learn (1) usual patterns of livestock auction market operation; (2) costs and returns in operation of said auction markets; and (3) most efficient organization, layout and operating methods for livestock auction markets of various sizes.

Agr. Econ. & Rur. Sociol. 79 (SM-7)

S. Dak.

Efficiency of Marketing Livestock in South Dakota. To (1) improve efficiency of public stockyards markets and local auction markets to (a) determine reasons for daily and weekly and seasonal fluctuations of receipts at livestock markets, ascertain effects of these fluctuations on efficiency and costs of market agencies; and (b) suggest methods and means of improving the public markets; (2) improve efficiency of Livestock Market News Information to (a) appraise market news information at all levels of livestock marketing in the region, analyze the adequacy, accuracy, understandability of available livestock market news; (b) analyze scope of dissemination of news and to relate these factors to its costs and efficiency in providing farmers, ranchers and market agencies market price information on which they can make more effective production and marketing decisions; and (c) study methods and means to aid producers and selling agencies on the market; (3) analyze Livestock Marketing System in South Dakota: (a) evaluate methods and channels in marketing livestock by farmers; and (b) analyze efficiency and effectiveness of livestock marketing system; and (4) evaluate losses in transit of marketing livestock: (a) study causes of losses due to bruising, handling, crippling and shrinkage; (b) evaluate economic significance of the losses; and (c) discover means to reduce losses.

Agr. Econ. ES 285 Coop. ARS

Tex. Increasing the Efficiency of Livestock Marketing at Stockyards. To (1) evaluate factors motivating sellers and buyers in their use of stockyards facilities; (2) evaluate adequacy and efficiency of stockyards facilities; and (3) learn organization and operating methods that relate to efficiency of handling, selling, and buying of livestock at stockyards.

Agr. Econ. & Sociol., Anim. Husb. 947 Coop. AMS

Tex. Increasing the Efficiency of Livestock Slaughter Plants in Texas. To (1) improve efficiency of work methods and equipment used in slaughtering; (2) develop improved layouts and design for livestock slaughter plant facilities; and (3) learn proper location and size of slaughter plants.

Agr. Econ. & Sociol., Anim. Husb. 1042 Coop. AMS

Wyo. Lamb Marketing in Wyoming. To (1) compare net returns to lamb producer from selling livestock thru alternate methods; (2) follow movement of feeder lambs thru channels from ranch to feedlot and thru to packers in order to determine contribution and cost of each operation; (3) determine relative costs of producing, marketing, feeding costs per pound gain, and terminal market costs of finished lamb; and (4) determine influence of weight of feeder lamb on feedlot costs per pound gain and consumer demand as measured by price paid by packer.

Agr. Econ. 562

Transportation, Storage, and
Interregional Competition

Ariz. Transportation of Livestock and Meats in Arizona. To (1) examine and describe structure of rail and truck rates prevailing for movement of feeder livestock, slaughter livestock, and meats from representative origins within and outside Arizona to major local and terminal markets for livestock in state; (2) appraise equity of rate structure existing for state with respect to: intra-state movement of livestock and meats between specific points; inter-state movement of livestock and meats between specific points; (3) compare cost and efficiency of shipping livestock and meats by truck and by rail; (4) analyze effect of transportation costs on location of supply areas and market areas for major meat-packing centers in Southwest; and (5) learn influence of transportation on location of cattle-feeding and meat packing.

Agr. Econ. (WM-21)

Mont.

Transportation of Livestock and Meats in Montana. To

(1) examine and describe the structure of rail and truck rates prevailing for movements of feeder and slaughter livestock, and meats from representative origins to the major local and terminal markets for livestock and meats produced in Montana; (2) appraise equity of rate structure existing with respect to intra-state and inter-state movement of livestock and meats between specific points; (3) compare cost and efficiency of shipping livestock and meats by truck or rail; (4) analyze effect of transportation costs on location of supply areas and market areas for major meat-packing centers in state; and (5) learn influence of transportation as a factor influencing location of the cattle-feeding and meat-packing industries in Montana.

Agr. Econ. & Sociol. 1068

Nev.

Controlled Experiments in Shrinkage and Body Weights of

Cattle and Sheep and Economic Costs of Regain. To (1) learn shrinkage resulting from transportation of cattle and sheep from desert range to near-by feedlots or markets, from range to distant feedlots or markets, from Nevada feedlots to markets; (2) learn variations in shrinkage occurring due to variation in type of transportation, length of haul and at various intervals during haul, handling practices, feeding and watering prior to and during shipment, season, weather, and type of animal; (3) compare preshipping shrinkage rates applied in marketing of feeder and fat stock with actual shrink as determined in (2); and (4) learn cost necessary to reestablish weights.

Agr. Econ. 30 (WM-27)

Tex.

Transportation of Livestock and Meats in Texas. To

(1) examine and describe the structure of rail and truck rates prevailing for movements of feeder livestock, slaughter livestock, and meats from representative origins to major local and terminal markets; (2) appraise equity of rate structure existing for Texas with respect to: intra-state movement of livestock and meats between specific points, inter-state movement of livestock and meats between specific points; and (3) compare costs of shipping livestock and meats by truck and by rail.

Agr. Econ. & Sociol. 1135 Coop. AMS

Wyo.

Studies of Shrink and Fill of Wyoming Cattle and Lambs.

To learn (1) amount and proportion of total shrinkage from transportation, and amount and proportion due to fasting; (2) inputs and economic cost necessary to re-establish original shipping weights; and (3) preshipping shrink rates when handled in manner consistent with normal trade.

Agr. Econ., Anim. Prod. 581 (WM-27)

Cooperatives

- Ill. An Appraisal of Cooperative Livestock Marketing in Illinois.
To study cooperative livestock marketing in state to learn (1) if existing cooperative livestock marketing associations are performing adequate services to take care of farmers' needs; (2) if many cooperatives have proper corporate and operating structure to perform functions for which each were organized; and (3) desirability or possibility for integration to effect economics in operations, perform services more efficiently, and perform added services that may be desirable.
Agr. Econ. 05-369 Coop. FCS

Utilization (Economics of)

- S. Dak. The Best Time to Sell Livestock. To develop information which can be used as a basis for determining most advantageous time to sell and buy various classes of livestock considering both physical (production) and market (price) factors.
Agr. Econ. 226

REGIONAL PROJECTS

NCM-18

An Analysis of the Changing Patterns of Livestock Markets in the Corn Belt Region. The principal objectives are to (1) measure the important changes and trends in the livestock marketing system from the farmer to the slaughterer; and (2) evaluate the functions and services provided by the various markets and marketing agencies and study the pricing of the livestock marketing system in the region.

Ill. I-A, Ind. I-A, Iowa I-A, Kans. I-A, Mich. I-A, Minn. I-A, Mo. I-A, Nebr. I-A, N. Dak. I-A, Ohio I-A, S. Dak. I-A, Wis. I-A

NEM-7

Improvement of Market Procedures and Outlets for Northeastern Livestock with Emphasis on Dairy Animals. To (1) determine the adequacy of present market outlets; (2) determine the efficiency of market channels; and (3) develop marketing procedures to maximize returns to producers.

Maine I-A, Md. I-A, N. J. I-A, N. Y. (Cornell) I-A, Pa. I-A, Vt. I-A, W. Va. I-A

SM-7

Marketing Livestock in the South. The general objective is to provide information basic to the development of more efficient livestock marketing in the Southern Region. Specifically the objectives are: 1/

1. To complete work under way on descriptive aspects of livestock marketings by producers, practices of producers and marketing agencies, and facilities used;
2. To analyze specified pricing factors and their relationships to marketing slaughter livestock sold through auction markets;
3. To make comparative analysis of efficiency relative to marketing, processing, distributing methods, facilities and practices; and
4. To complete work on an analysis of the long-range prospect for development of the livestock industry in the South.

1/ These objectives coincide with subprojects, each being the objective of a corresponding subproject.

Ala. I-A and I-B, Fla. I-G, Ga. I-B, Ky. I-C, La. I-A, N. C. I-B, S. C. I-B and I-G, Tenn. I-B, Va. I-A

SM-20

Improving the Usefulness of Livestock Marketing Information.

To (1) inventory the marketing information available to the livestock industry in the South; (2) determine the additional marketing information needed to improve the efficiency of pricing livestock and dressed meats; and (3) develop methods of making this marketing information available.

Ala. I-E, Ga. I-E, Ky. I-E, La. I-E, Miss. I-E, N. C. I-E,
S. C. I-E, Tenn. I-E, Va. I-E, W. Va. I-E

WM-21

Livestock Market Information, Content and Procedures.

1. To determine the type of market information needed to bring about more effective marketing of livestock in the Western Region.
2. To develop research pertaining to methods and techniques for obtaining and supplying Western stock growers with a short-term market outlook and the type of information needed for more effective livestock marketing. The feasibility and practical application of such information to producers' problems in marketing their livestock will be tested. Such information, if used by stockmen, should result in (1) a reduction in extreme price variations, and (2) in the structure of livestock prices reflecting more adequately market competition and in fairly equating supply and demand for livestock at freely competitive prices.

Ariz. I-B and I-H, Colo. I-E, Mont. I-E, Nev. I-E,
N. Mex. I-E, Tex. I-E, Utah I-E, Wyo. I-E

WM-22

Sheep and Lamb Marketing Problems in Specific Western States.

To delineate the problems relative to marketing sheep and lambs. This will include:

1. A determination of shifts that have occurred in the marketing of sheep and lambs and causal factors involved.
2. A determination of (comparative) marketing costs from the major range and feeding areas to various markets.
3. A determination of the effect of (comparable) prices of feeds within the Western range states and other principal feeding areas upon the volume, direction, and seasonal movement of feeder and fat lambs.

Colo. I-A, Idaho I-A, Mont. I-A, N. Mex. I-A, Tex. I-A,
Utah I-A

WM-27

Economic Costs of Shrinkage and Regain of Western Cattle and Sheep. To (1) determine and compare preshipping shrinkage rates of cattle and sheep; (2) determine the shrinkage rates which occur during shipment; (3) determine inputs, economic costs, and time required to regain shrinkage losses; and (4) determine means of reducing shrinkage costs.

Mont. I-G, Nev. I-H, Wyo. I-H

MEATS

Market Prices -- Supply, Demand,
Consumption, and Other Market Forces

- Iowa Consumer Demand for Pork as Measured by Price and Quality.
To determine (1) present status of consumers' ability to distinguish quality in pork; (2) consumer demand by measuring how much consumers will pay for pork differing in quality; and (3) how well present method of selling pork reflects consumer demand.
Anim. Husb., Statis. ES 282
- Mich. Determination of the Elasticities of Demand for Specific Meats and Specific Cuts of Meat. To measure price, income and cross elasticities of demand for specific meats and cuts of meat consumed by members of the Michigan State College Consumer Panel.
Agr. Econ. ES 223 Coop. AMS
- Tex. Factors Affecting Consumption of Lamb in Texas. To
(1) learn influence of selected racial, income, and environmental factors upon individual consumption and attitude toward lamb; (2) learn knowledge of homemakers concerning grades, variety of cuts and recommended methods of preparation of lamb; (3) learn Texas retail practices and attitudes of meat retailers toward lamb; (4) learn influence of price and availability of other meats on lamb consumption; and (5) analyze potential price effects of increased lamb consumption in Texas.
Agr. Econ. & Sociol., Anim. Husb. ES 367
- Consumer Preference, Acceptance,
and Merchandising
- Alaska An Appraisal of Alaska's Beef and Dairy Beef Market. To
(1) study economics of selling locally grown beef in Alaska to include marketing costs and methods; (2) assess consumer demand for locally grown beef and their preference for beef finished in different ways, i.e., directly from grass, on hay and/or silage, short grain fed, and full grain fed; (3) evaluate retailing problems, as attitude of retailers and butchers and competitive aspects of imported frozen carcasses and cuts; and (4) devise methods of encouraging development of a meat handling and processing industry for locally grown beef.
Agr. Econ., Anim. & Dairy Prod. 25(M)

- Calif. Consumers' Practices in Buying and Preferences for Beef of Varying Degrees of Finish and Disposition of Fat Made by Housewives. To determine whether or not there is enough consumer demand for the less well finished beef to justify its production in larger quantities than are now generally available.
Home Econ. 1558, ES 275
- Colo. Factors that Influence Consumer Acceptance of Beef in Colorado. To (1) find relationship between methods of grading, packaging, and display upon consumer selection of beef in Colorado; (2) find what standards are used by consumers in their selection of beef; and (3) analyze effects of consumer preferences upon demand for various classes of slaughter cattle in Colorado.
Econ. & Sociol. ES 264
- Ind. Methods and Costs in the Retail Distribution of Meat and Meat Products. To determine (1) costs and margins of handling meat thru various retail units; (2) influence of methods of merchandising and other factors on costs and margins; and (3) basis upon which retail meat prices are established and relationship between wholesale meat prices and retail prices.
Agr. Econ., Anim. Husb. 568 (NCM-9)
- Ky. The Effect of Smoking and of Smoking at Different Temperatures on the Shrinkage, Rancidity, and Palatability of Dry-Cured Hams. To compare effect of smoking, and of smoking at different temperatures, on shrinkage, rancidity, and palatability of dry cured hams that will be aged under constant controlled temperature and humidity.
Anim. Husb. 1008
- La. Acceptability of Selected Retail Cuts from Beef Cattle Produced Under Different Breeding and/or Feeding and Ripening Conditions. To (1) identify and evaluate characteristics suitable for predicting eating quality of beef; (2) study flavor, tenderness and general acceptance of beef from cattle fed or bred differently, as related to fat, moisture, elastin, and collagen content of cut and market grades; and (3) learn the relative cooking losses of retail market beef cuts from animals produced and ripened as prescribed and relate these to chemical and palatability measurements.
Home Econ. 943 (SM-19)

Mich.

Studying the Economic and Technical Problems of Marketing Prepackaged Fresh and Frozen Meat. To conduct economic and technical studies on processing, packaging and distribution of fresh and frozen meat to (1) determine best methods for speeding desirable color development and maintaining it in consumer packages suitable for freezing, storing, transporting and displaying in retail stores; (2) test suitable wrapping materials and develop processing methods to produce frost-free packaged meats; (3) learn factors affecting consumer acceptance of frozen meats; and (4) identify and solve economic and technical problems of centralized prepackaging.

Agr. Econ. ES 155 Coop. AMS

Mo.

Consumer Acceptance and Preference for Meat and Meat Products. To (1) observe consumer buying behavior in relation to grade of product, size, and kind of cut, and method of packaging; (2) determine effect that price has on grade and cut of meat selected by consumer; (3) determine what consumers look for, and preferences, that indicate quality to them and whether these factors are reflected in U. S. Grade Standards; and (4) develop scientific methods for studying consumer behavior.

Agr. Econ., Home Econ. ES 156

Mo.

Time and Temperature Tolerances (Product Climatology) of Meats and Meat Products from Processing Through Distributive Channels to Consumer and Their Relationship to Preferences and Acceptability of the Consumers. To (1) develop required information for predicting storage or distribution life of meat and meat products as influenced by: initial composition and nature, initial and subsequent microbial inoculation, processing treatments, other environmental influences encountered in distribution and handling of these products; (2) develop objective and subjective methods leading to predictive standards for storage and distribution life of these products; and (3) learn influences of variables in (1) as to their acceptability.

Agr. Econ., Anim. Husb., Home Econ. ES 520

Mont.

Effectiveness with Which Consumer Preference for Pork is Reflected to the Montana Swine Producer. To (1) determine the best procedures to measure consumer preference and evaluate market efficiency; (2) describe demand characteristics for pork at the retail level; (3) determine ways Montana slaughter plants reflect retailers' pork demand relative to quality, leanness, size of cuts, etc., to the hog buyers in the country; (4) describe and analyze the extent and methods of differentiating various qualities of hogs in the country markets by hog buyers; and (5) determine possible ways of improving efficiency in the marketing system for hogs, and pork.

Agr. Econ. & Sociol. MS-995

- Mont. Montana Consumer Preferences for Beef. To learn (1) preferences of consumers for various attributes of beef cuts; (2) knowledge that housewives have regarding terms used in marketing of beef and influence of these terms, also price, slogans and other factors on their choice; and (3) knowledge and practices of housewives regarding cooking of beef and their preferences for various attributes of cooked beef.
Home Econ. 1016
- Nebr. Methods and Costs in the Retail Distribution of Meat and Meat Products. To (1) learn methods and practices followed, services performed, volume of meat handled per store; (2) make analyses of costs and margins of retail marketing agencies at various sales volumes and by various methods; (3) study demand for meat in various forms and packages; and (4) learn effectiveness of pricing mechanism in expressing consumer-preference to livestock producers.
Agr. Econ. 420 (NCM-9) Coop. AMS
- Pa. Merchandising Agricultural Products.--C. Consumer Demand for Lean and Fat Type Pork Cuts. To (1) determine price differentials consumers will be willing to pay between pork cuts from leaner and fatter grades; (2) determine rates of movement for pork cuts from different grades of carcasses at varying price differentials; and (3) appraise price consequences for carcass and live grades of hogs when differentials are paid for pork cuts from those grades.
Agr. Econ. & Rur. Sociol. 1172-C
- Tex. Consumer Acceptance of Prepackaged Frozen Retail Cuts. To determine (1) most desirable package and processing methods for maximum attractiveness from frozen prepackaged retail meat cuts; and (2) consumer response to frozen prepackaged retail meat cuts.
Agr. Econ. & Sociol., Home Econ. ES 365
- Tex. Decision Making Factors in Block Beef Purchases and Their Relation to Beef Acceptability as Determined by Objective Tests and Panel Ratings on Carcasses from Cattle of Known History. To identify and evaluate (1) decision making factors in block beef purchases; (2) characteristics suitable for predicting eating quality of beef; and (3) to recommend classification of block beef supply according to preferences of consumer and wholesale buyers.
Anim. Husb., Home Econ., Agr. Econ. & Sociol. 1093 (SM-19)
Coop. ARS

Va. Analysis of Decision-Making Factors Employed by Consumers in Determining the Quality and Quantity of Beef Purchases. To (1) identify and evaluate major decision-making factors used by consumers in selection and purchase of beef; (2) evaluate consumers' knowledge of selected physical or grade characteristics; (3) learn consumers' satisfaction or dissatisfaction with respect to kinds and quality of beef readily available to them and retail merchandising techniques in local markets; (4) learn kinds, qualities, and form in which beef is sold in selected areas; and (5) learn kinds and quality of beef purchased by institutions and their reasons.

Agr. Econ. & Rur. Sociol. 93908 (SM-19) Coop. AMS

Wash. Consumer Acceptance of Beef. To determine (1) consumer acceptance of beef of different quality characteristics; (2) importance to consumer of quality characteristics of beef for different methods of preparation; and (3) willingness of consumer to pay a premium for high quality beef.

Agr. Econ., Anim. Husb., Home Econ. ES 308

Wash. Comparative Carcass Evaluation, Marketing Differentials and Consumer Acceptance of Meat and Fat Type Hogs. To (1) learn component proportions of lean, fat, and waste in carcasses of meat and fat hogs at slaughter weights; (2) evaluate at packer and retail level processing cost and wastes with slaughter weights; and (3) test consumer acceptance and market response to selected cuts from different weights of each type.

Agr. Econ., Anim. Husb., Home Econ. ES 399

Wyo. Consumer Acceptance and Evaluation of Beef from the Feedlot and the Range. To (1) determine which of two techniques is more satisfactory for obtaining consumer acceptance information; (2) determine consumer acceptance of different grades of beef from standpoint of price, grade, amount of fat, and other physical characteristics; (3) compare laboratory evaluation of certain cuts of beef of different grades with expressed consumer preference of these cuts; and (4) compare compatibility of standards used by the consumer in buying meat with standards used in grading.

Agr. Econ., Anim. Prod., Home Econ., Chem. ES 266

Grades and Standards

Mo. Economic Significance of Pork Grades in Relation to Consumer Acceptability Preference Among Retail Cuts. To learn if consumer preferences would justify sale of pork primal cuts from various grades of pork carcasses at different prices per pound by finding out (1) what proportion of consumer population detects a difference in eating satisfaction between grades; (2) grade preferred by consumers; (3) economic significance of preferences; (4) whether consumers can identify grades; (5) merchandising potentialities of various grades; and (6) effect of processing in relation to consumer preference.

Agr. Econ., Anim. Indus., Home Econ. ES 364

S. C. The Effects of Color and Firmness of Beef Fat on Beef Prices. To learn if color and firmness of beef fat affect price of beef and if so, to what extent at the wholesale, retail, and consumer levels.

Agr. Econ. & Rur. Sociol. 94

Maintaining and Improving Quality--
Costs and Returns

Ark. Effect of Pre-Slaughter Handling and Treatment on Carcass Quality and Market Value. To study methods for improving value of meat produced thru management of stock during pre-slaughter period and after completion of farm feeding period.

Anim. Indus., Vet. Sci., Agr. Econ. & Rur. Sociol. 446

Calif. Marketability of Beef as Affected by Age, Breed, and Environmental Stress (Drought) Prior to Fattening. To learn to what extent the quality of meat within a given Federal grade is influenced by breed, age, or environmental stress of animals prior to fattening in order to provide basic data for more precise grading.

Anim. Husb. ES 534

Ky. Carcass Evaluation of Lambs from Selected Crosses. To (1) evaluate lamb carcasses from progeny of performance tested rams; and (2) adapt objective methods to the measurement of muscling and fatness in lamb carcasses.

Anim. Husb. 268

N. C. Techniques for the Objective Evaluation of Beef Carcasses and Cuts. To (1) develop techniques applicable for use in the objective appraisal of beef carcasses and cuts; and (2) appraise some of present objective methods now being used in meat quality evaluation.

Anim. Indus. HM-12 (SM-19) Coop. AMS

Oreg. Relationships Between the Qualities of Fresh Beef Cuts Consumers Prefer and the Qualities of Those Cuts Available in Retail Stores in Oregon. To learn extent to which quality of fresh beef cuts offered to Oregon consumers in retail markets meets the desires of these consumers as shown by preference studies.

Food Technol. ES 511

Costs, Margins, and Efficiency of Operation

Ill. Methods and Costs in the Retail Distribution of Meat and Meat Products. To (1) determine methods and practices used, services performed, volume of meat handled per store, relation of meat sales to total sales; and (2) relate these factors to cost and relative efficiencies of retailing meat under different circumstances.

Agr. Econ. 05-365 (NCM-9) Coop. USDA

Ind. Increasing the Efficiency in Meat Packing Plants in Indiana. To (1) develop procedure for learning optimum combination of products to process in packing plants; (2) learn methods for reducing costs of operating packing plants in state thru improved use of space, labor and equipment; and (3) test recommendations synthesized from objectives 1 and 2.

Agr. Econ. ES 482

Ky. Distribution of Meat and Meat Products in Kentucky. To (1) study recent developments in meat distribution within state, finding where supplies originate and how distributed to the stores; (2) determine methods and practices followed, services performed, volume handled per store, and relation of meat sales to total sales, relating these factors to efficiency of wholesale and retail meat distribution under various distributive conditions; (3) study consumer demand for meat and meat products in fresh, cured, prepackaged and other forms and determine factors which affect demand; and (4) determine price relationships of various classes, weights, grades, and cuts of meat at retail level and evaluate effectiveness of pricing mechanism in relaying consumer preferences to livestock producers.

Agr. Econ. 1001 (NCM-9) Coop. USDA

Minn. Methods and Costs in the Retail Distribution of Meat and Meat Products. To (1) determine methods and practices, services performed, volume of meat handled per store, relation of meat sales to total sales, and to relate these factors to costs and relative efficiencies of retailing meat under different circumstances; (2) make detailed analyses of costs and margins of retail marketing agencies and other factors which affect operational efficiency of retail marketing agencies distributing meat at various sales volumes and by various methods; (3) study demand for meat and meat products in fresh, cured, prepackaged and other forms and factors affecting demand; and (4) determine price relationships of various classes, weights, grades, and cuts of meat at retail level and evaluate effectiveness of pricing mechanism in transmitting consumer preference back to livestock producers.

Agr. Econ. 1121 (NCM-9) Coop. AMS

Miss. Economic Studies on Processing and Distribution of Livestock and Livestock Products.--The Economics of the Meat Processing Operations of Frozen Food Locker Plants. To (1) determine importance of small meat processing operations as an outlet for meat animals; (2) determine cost of processing operations in these types of firms; (3) relate cost of performing these processing services to volume and seasonality of operations; and (4) evaluate effects of operations of frozen food locker plants in connection with meat packing operations on efficiency of resource use within such firms.

Agr. Econ. RRFA-6 HA-4 (SM-7) (See I)

Mo. Marketing of Meat and Meat Products.--b. Methods and Costs of Retail Distribution of Meat and Meat Products. To determine (1) methods and practices in meat retail stores of various sizes; (2) amount of services performed; (3) volume of meat handled per store and relation of meat sales to total sales; and (4) relation of above factors to costs and relative efficiencies of retailing meat under various different circumstances found in retail meat industry.

Agr. Econ. 150-b (NCM-9)

Mo. Economic and Technical Feasibility of Retail Distribution of Frozen Meats. To (1) determine technical feasibility of frozen meat distribution; (2) learn efficient layout, product flow in central plant and retail store; (3) compare costs of retailing meats in frozen form with those of fresh meats; (4) learn economic feasibility of merchandising retail meat cuts in frozen form, thru regular retail channels and bulk sales to consumers; and (5) learn consumer acceptance and preference for the frozen product.

Agr. Econ., Anim. Husb., Home Econ. ES 363 Coop. AMS

Transportation, Storage, and
Interregional Competition

Mo.

Marketing of Meat and Meat Products.--a. Sources of the Meat Supplies of Missouri Consumers. To (1) determine extent of local frozen storage as a source of meat supply; (2) determine importance of local slaughter as a source of meat supply; (3) determine importance of farm slaughter; (4) determine if possible apparent per capita consumption of meat in Missouri by kinds of meat and source of supply; and (5) establish certain essential background information for further work.

Agr. Econ. 150-a (NCM-9)

REGIONAL PROJECTS

NCM-9

Methods and Costs in the Retail Distribution of Meat and Meat Products. The overall objective of the project is to study the efficiency of retail meat distribution.

1. To determine methods and practices followed, services performed, volume of meat handled per store, the relationship of meat sales to total sales, and to relate these factors to the costs and relative efficiencies of retailing meat under different circumstances.
2. To make detailed analyses of costs and margins of the retail marketing agencies and other factors which affect operational efficiency of retail marketing agencies distributing meat at various sales volumes and by various methods.
3. To study the demand for meat and meat products in fresh, cured, prepackaged and other forms and the factors which affect demand.
4. To determine the price relationships of various classes, weights, grades and cuts of meat at the retail level and to evaluate the effectiveness of the pricing mechanism in transmitting consumer preferences back to livestock producers.

The objectives can be specifically broken down into six points. These six points can be reworded as null hypothesis, thereby forming the basis for statistical tests of the data to be collected for this study. The six specific objectives are as follows:

- a. To determine the extent to which retail prices are lowered for week-end sales.
- b. To determine how retail prices vary with the type of retail outlet.
- c. To determine how retail prices vary with the volume of business handled by the retail outlet.
- d. To measure the lag between retail prices and wholesale prices among type and size of store.
- e. To measure the lag between changes in live animal prices and retail prices.
- f. To measure the correlation of price changes between live animal, wholesale and retail by grades among type and size of store.

Ill. II-G, Ind. II-C, Ky. II-G, Minn. II-G, Mo. II-G and II-H, Nebr. II-C

SM-19

Motivating Factors in Consumer Purchases of Beef.

1. To identify and evaluate decision-making factors in block beef purchases.
2. To identify and evaluate characteristics suitable for predicting eating quality of beef.
3. To integrate such characteristics into grades.

La. II-C, N. C. II-F, Tex. II-C, Va. II-C

WOOL

Market Structure and Functional Operation

- N. Mex. Marketing New Mexico Wool. To (1) learn economic possibilities and limitations of pre-marketing preparation of New Mexico wools; (2) develop objective standards for degrees of yellowness and learn economic importance of yellow color in grease wool; (3) learn feasibility of marketing grease wools on a descriptive basis; (4) describe and analyze market practices of growers, buyers, auctions, cooperatives, and warehouses; (5) classify sources and volumes of wool produced in state by major grades of wool; and (6) analyze market channels for wool in terms of functions and costs.
Agr. Econ., Anim. Husb. 28 (WM-23-See ARS-23-8-4-b)

- Ohio Market Outlets and Marketing Procedures for Ohio Wool.
To (1) study the marketing procedures used to market wool and lambs produced by Ohio farmers; and (2) determine if improvements can be made in efficiency of marketing wool and lambs.
Agr. Econ. & Rur. Sociol. 121-1

Grades and Standards

- Mont. Measurements for Use in Marketing Wool. To learn value of objective physical measurements for use in marketing of wool.
Wool Lab. MS-949 (WM-23-See ARS-23-8-4-b)
- Mont. Grading and Selling Pooled Wool in Montana. To learn (1) feasibility of grading wool from local wool pools for market; and (2) relationships existing between price received, size of lot, and marketing channels available.
Agr. Econ. & Sociol., Wool Lab. MS-957
- Tex. Marketing Fine Wool on a Quality and Mill Performance Basis.
To determine (1) the more valuable characteristics of Texas fine wools to the manufacturer; and (2) the economic significance of these physical properties in the market.
Agr. Econ. & Sociol., Anim. Husb. 996 (WM-23-See ARS-23-8-4-b)

Maintaining and Improving Quality--
Costs and Returns

- Wyo. Impairment of Wool Through Deterioration and Contamination.
To (1) study effect of previous environmental influences on performance of wools in processing; and (2) measure the extent of various sources of black fiber contamination.
Agr. Econ. ES 535

Costs, Margins, and Efficiency of Operation

- Colo. Marketing Colorado Wool. To (1) learn feasibility of marketing Colorado wools on a descriptive basis; (2) learn possibilities and limitations of pre-marketing preparation of Colorado wools; (3) classify sources and volumes of wool supplies, by major grades in state; and (4) learn, describe and analyze wool marketing practices of growers, buyers, auctions, cooperatives, and warehouses in Colorado.
Anim. Indus., Econ. & Sociol. 203 (WM-23-See ARS-23-8-4-b)
- Mont. The Relative Value of Wool Containing Varying Amounts and Forms of Vegetable Matter. To determine (1) the effects of varying amounts and forms of vegetable matter in wool upon (a) processing costs, and (b) quantity and quality of processed products; and (2) the relative values of these wools at the farm level as affected by (a) processing costs, and (b) quantity and quality of processed products.
Agr. Econ. & Sociol., Wool Lab. 1006
- S. Dak. Methods and Economics of Marketing Higher Quality Wool from Farm Flocks. To (1) learn how various handling and marketing practices on farm produced wool will effect returns to growers; (2) develop practical and economical methods of preparing fleeces so as to improve quality and marketability; and (3) learn how sheep management practices influence quality and value of wool.
Agr. Econ., Anim. Husb. 315

LIST OF COMPILATIONS OF FEDERAL-GRANT RESEARCH PROJECTS
AT STATE AGRICULTURAL EXPERIMENT STATIONS

ARS-23-8:		
Part :	Subject-Matter Area	Title of Section
Numbers :		
1	Agricultural Chemistry	Agricultural Chemistry
2	Agricultural Economics	a. Prices, Incomes, & General Studies of Com- modities & Industries b. Farm Management c. Land Economics d. Farm Finance & Taxation
3	Agricultural Engineering	a. Land & Water Use & Develop- ment b. Power Machinery & Equipment c. Farm Structures & Materials
4	Animal Husbandry	a. Beef Cattle b. Sheep & Goats c. Swine
5	Dairy Husbandry	Dairy Cattle
6	Dairy Technology	Dairy Technology
7	Entomology & Economic Zoology	a. Field Crop Insects b. Fruit, Nut & Vegetable Insects c. Miscellaneous Insects & Economic Zoology d. Insecticides
8	Field Crops	a. Cereal Crops b. Oil, Fiber, Tobacco & Sugar Crops
9	Food Science & Technology	a. Food Chemistry, Micro- biology, Sanitation & Public Health b. Food Engineering, Processing, Product and Process Develop- ment, Utilization and Waste Disposal c. Food Quality & Standards, Acceptance, Preference, & Marketing
10	Forage Crops, Pastures & Ranges	Forage Crops, Pastures & Ranges
11	Forestry	Forestry

ARS-23-8:		
Part :	Subject-Matter Area	Title of Section
Numbers :		
12	Fruits & Nuts	Fruits & Nuts
13	Home Economics	a. Human Nutrition b. Housing c. Clothing & Textiles d. Foods-Consumer Quality & Utilization e. Household Economics & Management
14	Economics of Marketing	a. Field Crops b. Fruits & Vegetables c. Livestock, Meats & Wool d. Dairy Products e. Poultry & Poultry Products f. Forest Products & Ornamental & Drug Plants g. Cross-Commodity & Functional Studies
15	Meteorology	Meteorology
16	Ornamental & Drug Plants	Ornamental & Drug Plants
17	Plant Pathology & Bacteriology	a. Plant Pathology, Botany, & Diseases of Miscellaneous Crops b. Diseases of Field Crops c. Diseases of Fruit Crops d. Diseases of Vegetable Crops
18	Plant Physiology & Nutrition	Plant Physiology & Nutrition
19	Poultry Industry	Poultry Industry
20	Rural Sociology	Rural Life Studies
21	Soils	a. Soil Chemistry & Microbiology b. Soil Fertility, Management & Soil-Plant Relationships c. Soil Physical Properties, Conservation & Classification
22	Vegetables	a. Vegetable Crops b. Potatoes
23	Veterinary Science	Veterinary Science
24	Weeds	Weed Control

